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What are the best ways of attracting students to an effective sexual violence education program?: The Enhanced Assess, Acknowledge, Act (EAAA) Recruitment Study

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Project title: What are the best ways of attracting students to an effective sexual violence education program?: The Enhanced Assess, Acknowledge, Act (EAAA) Recruitment Study (REB #17-196)

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Summary of Focus Group Results:

In fall of 2017, we conducted a series of 3 focus groups asking participants to provide feedback on nine (9) prototype posters for the EAAA/Flip the Script sexual assault resistance program in hopes of determining what images and messages are most likely to appeal to and motivate women to sign up for the program. The main themes that arose were:

1. Less is more - Participants preferred posters with short, simple messages.
2. Messaging needs to be clear - Participants wanted clear messages. In particular, they wanted it clearly stated that the program was offered as a workshop.
3. Images should match the messages - Participants liked posters best when the imaging matched the themes in the messaging. They did not like ads where the image seemed unrelated.
4. Simple visual patterns were preferred - Participants did not like posters that encouraged their gaze to jump around the page – e.g., posters where images were placed beside text.

Participants preferred themes of self-defence, empowerment, and resistance. They liked posters that had personalized as well as positive messaging. Participants wanted to know that the workshop was interactive, rather than lecture style. Some participants liked traditionally gendered colours like pink, while others did not. We revised the six (6) most preferred posters based on the feedback students provided in these sessions.